

REMARKS/ARGUMENTS

Favorable reconsideration of this application is respectfully requested in view of the above amendments and the following remarks.

Claims 11-16 are pending in this application. By this amendment, Claims 11-16 have been added; Claims 1-8 and 10 have been canceled. It is respectfully submitted that no new matter has been added.

In the outstanding Office Action, Claims 1-8 and 10 were rejected under 35 U.S.C. § 103(a) as being unpatentable over the Background Art (specification page 1, line 14 to page 4, line 10, hereinafter “BA”) In view of Yoshikawa et al. (Phase Optimization of Kinoform by Simulated Annealing, Applied Optics, Vol. 33, No. 5; February 10, 1994, hereinafter “Yoshikawa”) and further in view of Payne et al. (US 2004/0021768 A1, hereinafter “Payne”).

Applicants hereby express appreciation for the grant of a personal interview on March 30, 2011. During the interview, the claims as then amended and the cited references were discussed in detail. During the discussion, the Examiner engaged in a detailed explanation of his reasoning why he remained firmly of the opinion that the rejection made in the outstanding Office Action presented a *prima facie* case of obviousness.

Taking into consideration the discussion during the interview, previously pending Claims 1-8 and 10 have been canceled and new Claims 11-15 have been added to clarify the differences from the cited references.

Claims 11 and 15 recite the feature of excluding a predetermined region from the calculation target region according to the characteristic of the display device which is not described in any of the cited references. Thus, Claim 11 recites:

wherein the control image optimizing unit is configured to:...

exclude, from the calculation target region, a region
where an amplitude amount of the illuminating light

transmitted through the display device is lower than a threshold or a region where an amplitude of the illuminating light transmitted through the display device may not be linearly controlled.

Claim 15 recites similar subject matter in method format.

Claims 12 and 16 recite the feature of determining a changing of a solution in the move operation according to the characteristic of display device. Thus, Claim 12 recites:

wherein the control image optimizing unit is configured to:...

determine a changing of a solution changed in the move operation based on a changing unit of an amplitude transmitting ratio of the illuminating light transmitted through the display device or a changing unit of a voltage applied to the display device.

Claim 16 recites similar subject matter in method format.

It is respectfully submitted that the above described features are neither described nor rendered obvious in the Background Art, Yoshikawa, Payne, or any conceivable combination thereof.

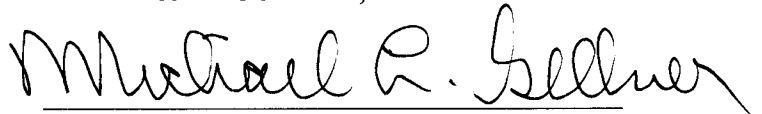
Accordingly, it is respectfully requested that Claims 11-16 be passed to allowance.

Consequently, for the reasons discussed in detail above, no further issues are believed to be outstanding in the present application and the present application is believed to be in condition for formal allowance. Therefore, a Notice of Allowance is earnestly solicited.

Should the Examiner deem that any further action is necessary to place this application in even better form for allowance, the Examiner is encouraged to contract the undersigned representative at the below-listed telephone number.

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, L.L.P.

A handwritten signature in black ink, reading "Michael R. Gellner". The signature is written in a cursive style with a horizontal line underneath the name.

Bradley D. Lytle
Attorney of Record
Registration No. 40,073

Customer Number

22850

Tel: (703) 413-3000
Fax: (703) 413 -2220
(OSMMN 08/09)

Michael L. Gellner
Registration No. 27,256